



# FBLA DIGITAL VIDEO PRODUCTION Production Rating Sheet

| Evaluation Item  | Not Demonstrated | Does Not Meet Expectations | Meets Expectations | Exceeds Expectations | Points Earned    |
|--|------------------|----------------------------|--------------------|----------------------|------------------|
| <b>Content</b>   |                  |                            |                    |                      |                  |
| Theme fully and properly developed. Solution properly addresses assigned topic.  | 0                | 1-7                        | 8-14               | 15-20                |                  |
| Elements included in presentation are suitable, appropriate, and directed towards a specific audience  | 0                | 1-3                        | 4-7                | 8-10                 |                  |
| Copyright information is noted in credits  | 0                | 1-3                        | 4-7                | 8-10                 |                  |
| Presentation is clear and concise  | 0                | 1-7                        | 8-14               | 15-20                |                  |
| Effective use of technology  | 0                | 1-7                        | 8-14               | 15-20                |                  |
| Proper use of grammar, spelling, punctuation, etc.   | 0                | 1-2                        | 3-4                | 5                    |                  |
| <b>Presentation</b>  |                  |                            |                    |                      |                  |
| Presentation shows creativity and originality  | 0                | 1-3                        | 4-7                | 8-10                 |                  |
| Presentation includes an effective opening, body, and conclusion   | 0                | 1-7                        | 8-14               | 15-20                |                  |
| Transitions are effective and appealing  | 0                | 1-5                        | 6-10               | 11-15                |                  |
| Audio and visual elements coordinated and complimentary  | 0                | 1-7                        | 8-14               | 15-20                |                  |
| Audio Editing<br>• Good quality<br>• Appropriate volume  | 0                | 1-5                        | 6-10               | 11-15                |                  |
| Proper Use of Video Technology<br>• Video uses multiple camera angles<br>• Video is smooth and steady<br>• Video is in focus   | 0                | 1-5                        | 6-10               | 11-15                |                  |
| Titles and graphics enhance overall quality of presentation  | 0                | 1-3                        | 4-7                | 8-10                 |                  |
| Presentation effective at motivating audience to action  | 0                | 1-3                        | 4-7                | 8-10                 |                  |
| <b>Subtotal</b>  |                  |                            |                    |                      | <b>/200 max.</b> |
| <b>Time Penalty</b> Deduct five (5) points for presentation over four (4) minutes. Time: _____   |                  |                            |                    |                      |                  |
| <b>Penalty Points</b> Deduct five (5) points for not adhering to Guidelines (maximum of fifteen [15] points):<br><input type="checkbox"/> incomplete description <input type="checkbox"/> Statement of Assurance not received <input type="checkbox"/> video labeled incorrectly   _____ |                  |                            |                    |                      |                  |
| <b>Final Score</b>   |                  |                            |                    |                      | <b>/200 max.</b> |

Name(s): \_\_\_\_\_

School: \_\_\_\_\_ State: \_\_\_\_\_

Judge's Signature: \_\_\_\_\_ Date: \_\_\_\_\_

Judge's Comments: \_\_\_\_\_



# FBLA DIGITAL VIDEO PRODUCTION Performance Rating Sheet

☐ Preliminary Round

☐ Final Round

| Evaluation Item  | Not Demonstrated | Does Not Meet Expectations | Meets Expectations | Exceeds Expectations | Points Earned |
|--|------------------|----------------------------|--------------------|----------------------|---------------|
| Content  |                  |                            |                    |                      |               |
| Development of the topic in the presentation   | 0                | 1–3                        | 4–7                | 8–10                 |               |
| Use and the implementation of innovative technology                                  | 0                | 1–7                        | 8–14               | 15–20                |               |
| Development and design process   | 0                | 1–7                        | 8–14               | 15–20                |               |
| Use the video  | 0                | 1–7                        | 8–14               | 15–20                |               |
| Proper documentation of pictures, audio, etc.  | 0                | 1–3                        | 4–7                | 8–10                 |               |
| Delivery   |                  |                            |                    |                      |               |
| Statements are well-organized and clearly stated; appropriate business language used | 0                | 1–3                        | 4–7                | 8–10                 |               |
| Demonstrates self-confidence, poise, and good voice projection                       | 0                | 1–2                        | 3–4                | 5                    |               |
| Demonstrates the ability to effectively answer questions                             | 0                | 1–2                        | 3–4                | 5                    |               |
| Subtotal   |                  |                            |                    | /100 max.            |               |
| Time Penalty Deduct five (5) points for presentations over seven (7) minutes. Time:  |                  |                            |                    |                      |               |
| Penalty Deduct five (5) points for failure to follow guidelines.                     |                  |                            |                    |                      |               |
| Dress Code Penalty Deduct five (5) points when dress code is not followed.           |                  |                            |                    |                      |               |
| Total Points   |                  |                            |                    | /100 max.            |               |
| Prejudged Score  |                  |                            |                    | /200 max.            |               |
| Final Score (add total points and prejudged score)                                   |                  |                            |                    | /300 max.            |               |

Name(s): \_\_\_\_\_

School: \_\_\_\_\_ State: \_\_\_\_\_

Judge's Signature: \_\_\_\_\_ Date: \_\_\_\_\_

Judge's

Comments: \_\_\_\_\_